

REP HEADLINE# 6297837
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG24/12 17.42
*** WFLA-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION

AGY # AGY. NAME MUNDY KATOWITZ MEDIA

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297837

CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1522 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP3/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG24/12 17.42

REP: NEW ORDER

TOTAL \$10,850 Q2X

PLEASE CONFIRM

THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019

PRIORITIES USA ACTION



8/27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321
AGENCY PRODUCT CODE = 340
AGENCY EST# = 1522

1			530P-600P	60		\$1,850.00	8/28	8/28	1		TUE	1
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PROGRAM : NWSCH8 @5:30P
CON COM1: NWSCH8 @5:30P

2			630P-700P	60		\$9,000.00	8/29	8/29	1		WED	1
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PROGRAM : NWSCH
CON COM1: NWSCH

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12						10850.00						
CONTRACT TOTAL 10850.00												
TOTAL SPOTS 2												

MARKET TOTALS \$75,850 WFLA 14% WFTS 18% WTSP 14% WTVT 13% WTOG 14% WTTA 7% WMOR 15%
 WMOX 0% WXPX 0% WWSB 5% CABL 0%

SHARES ARE ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI BOOKS- AUG/12

DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 10850	Campaign Ref: E:120827003
Buyer: "	Client/Product/Estimate: 321 / 340 / 1522	Sales Rep: HRP Washington, DC
Schedule Dates: 08/27/12 to 09/03/12	Weeks: 2	Order Ref: 06297837
Est./PO Number: 06297837	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Priorities Usa Actio	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	09/03	Total	Cost
1	M-F 530p News T...	03	1850	60 Comme	Nbr of Spots 1		1	1850
2	M-F 630p ET / 530p CT NBC Nightly News .W...	02	9000	60 Comme	Nbr of Spots 1		1	9000
Weekly Totals: Total Spots(Ord Spots)					2		2	

Grand Totals		Month 9 Weeks: 5	
	Totals	08/27	09/03
Spots	2	2	
Cost	10850	10850	

Grand Totals:

Spots:	2
Gross Total:	10,850.00
Commission:	1,627.50
Net Total:	9,222.50